

**MICHIGAN DECA**

**2017-2018**

**Marketing  
Advertising  
and  
Exhibiting  
Packages**

**MICHIGAN DECA**

Eastern Michigan University • Ypsilanti, MI 48197

(734) 487-DECA

Fax: (734) 487-4329

[www.mideca.org](http://www.mideca.org)



Dear Marketing Education / School Store Supplier:

Michigan DECA is pleased to offer you several options and discounted packages to showcase your company, product or institution during the coming year. The enclosed information will explain the options that are available. Please review the material carefully and select the activities that will best fit the marketing needs of your company/school.

Michigan DECA is a career and technical organization for students preparing for careers in marketing, management and entrepreneurship. Our state-wide publications reach over 13,000 individuals in over 180 high schools and area career & technical centers.

Our State Leadership Conference will be held on Thursday, November 9, 2017 at the Amway Grand Plaza in Grand Rapids, Michigan. This conference is expected to draw 800 participants from across the state of Michigan. Exhibitor booths in the past have concentrated on career and college information, corporate recruiting, image campaigns, giftware and products for fund-raisers and school stores, and instructional aids and equipment for marketing education programs.

The 2018 State Conference will be held at Cobo Center in Detroit on Saturday, March 10, 2018, and will draw over 3,600 participants from over 150 Michigan high schools and area career centers.

**Most of our partners prefer to participate in one of our Michigan DECA Marketing Advertising and Exhibiting Packages. The base package includes our most popular options - an exhibit at the State Leadership Conference, advertisements in our publications, etc. The Deluxe package includes all of that, plus an exhibit at the State Conference in March. The Platinum package includes everything in the Base and Deluxe packages, plus a full-color advertisement in *Spotlight on DECA*.**

All vendors who purchase one of our Michigan DECA Marketing Packages will be endorsed as an official Michigan DECA partner on the Michigan DECA web site. The Michigan DECA Guide will also be highlighted on the web page for easy access by DECA advisors and members.

Michigan DECA is excited about offering these value-added items for our vending partners. We hope you can help fill the needs of our growing and dynamic association. To participate, fill out the application and return it to the address above. Thank you in advance for your support of Michigan DECA's members.

If you have any questions, or if I can be of further assistance, please do not hesitate to call.

Sincerely,

A handwritten signature in black ink that reads "Ann Day".

Ann Day  
aday7@emich.edu

## PREPARING EMERGING LEADERS AND ENTREPRENEURS

IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT

212 KING HALL | EASTERN MICHIGAN UNIVERSITY | YPSILANTI, MI 48197  
T 734.487.3322 | F 734.487.4329 | WWW.MIDECA.ORG



## Discounted Advertising and Exhibiting Package Descriptions

Michigan DECA is pleased to offer discounted plans for our vendors and colleges that continually support Michigan DECA activities. By combining all of our marketing opportunities into these plans, we can provide substantial savings while allowing you to integrate Michigan DECA's activities into your marketing plan. **In addition, plan members receive a discount off of the regular price for advertising in the State Conference Program.**

### *The Platinum Package (Best Value)*

---

- One exhibit table at the State Career Development Conference, *March 10, 2018*
- One full color advertisement in **Spotlight on DECA** (*replaces one of the black & white ads from Base package*)
- Priority placement of advertisements in **Spotlight on DECA**
- Quarter page ad in the State Conference Program
- **Plus all of the items included in the Base Package**

<b>Total Cost of Platinum Package</b>	<b>\$1000.00</b>
Total cost without the package	\$2250.00
<i>Total Savings</i>	<i>\$1250.00</i>

### *The Deluxe Package*

---

- One exhibit table at the State Career Development Conference, *March 10, 2018*
- **Plus all of the items included in the Base Package**

<b>Total Cost of Deluxe Package</b>	<b>\$800.00</b>
Total cost without the package	\$1650.00
<i>Total Savings</i>	<i>\$850.00</i>

### *The Base Package*

---

- One exhibit table at the State Leadership Conference, *November 9, 2017*
- Three half-page black & white advertisements in **Spotlight on DECA**
- One full page advertisement in the **Michigan DECA Guide**
- Endorsed as a featured partner on Michigan DECA's website at [www.mideca.org](http://www.mideca.org)
- One set of mailing labels to all Michigan DECA Chapters

<b>Total Cost of Base Package</b>	<b>\$ 650.00</b>
Total cost without the package	\$1450.00
<i>Total Savings</i>	<i>\$800.00</i>



# Advertising and Exhibiting Contract For Marketing Packages

Organization Name \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

*Michigan DECA reserves the right to reject subject matter, form, size, wording, photos, illustrations, type and products of any advertising and/or exhibit that is not consistent with the mission of DECA.*

## **Marketing Packages**

*(Includes the items listed on the attached page)*

- Platinum Package**     \$1000
- Deluxe Package**     \$800
- Base Package**     \$650

Retain one copy for your records and send the original application with full payment payable to:

**Advertising & Exhibiting Packages  
Michigan DECA  
Eastern Michigan University  
Ypsilanti, Michigan 48197**

*Questions? Contact Ann Day  
at (734) 487-7843 or at  
aday7@emich.edu*



2017 Michigan DECA State Leadership Conference  
**Exhibit Information**

*Thursday, November 9, 2017*

*Amway Grand Plaza  
in Grand Rapids, Michigan*

***Display your School, Company and/or Products to  
800 high school students and teachers***

The 2017 State Leadership Conference will be an excellent and timely opportunity for you to showcase your school, company or products to the marketing education students and teachers attending the conference. These students and teachers are accustomed to visiting the annual leadership conference and finding the latest products and new lines available for their school stores and fund-raising activities. The conference provides an excellent opportunity to visit with representatives of over 70 schools.

**One Table:** \$250.00 36" (wide) x 6' (long) with 3' behind or in front of your table

**Additional Tables:** \$100.00 each

**Electrical Outlet:** \$ 75.00

**Edible Sample Fee:** \$125.00

*Promotional sized food and beverage samples may be distributed only if this fee is paid.*

After the October 23 deadline there will be an additional \$50.00 charge, if space is available.

***Discounts are available for participating in a package,  
see the enclosed information on the green pages for exact details.***

**Deadline:** October 23, 2017 or until space is no longer available.

For more information contact:

**Ann Day at [aday7@emich.edu](mailto:aday7@emich.edu)**

**Michigan DECA • Eastern Michigan University • Ypsilanti, MI 48197  
Phone directline 734-487-7843 • Fax 734-487-4329**



## 2017 Michigan DECA State Leadership Conference

### General Information / Rules and Regulations

**Purpose:** This conference is conducted for educational and informational purposes; to disseminate knowledge and ideas; to encourage communications; and to promote product information.

**Eligible Exhibits:** DECA reserves the right to determine the eligibility of any exhibitor. No exhibitor shall sublet or share space. All promotional activities must be confined to the limits of the booth.

**Installation and Removal of Exhibits:** Exhibitors may begin installation at 8:00 a.m. on the day of the conference. All exhibits must be removed by 3:00 p.m.

**Official Hours:** The exhibits shall be open for viewing, by those attending the conference, and must be properly staffed from 8:30 a.m. - 1:30 p.m. on the conference day.

**Security:** Vendors are responsible for their own security and storage. DECA assumes no liability for lost or stolen items. Storage is not available from DECA.

**Audio-Visual:** The use of devices for mechanical reproduction of sound must not be projected outside the booth. Motion pictures, fashion shows, etc., outside the booth area are subject to prior approval by DECA.

**Insurance/Defacing of Property:** (1) Fire and theft insurance, if so desired, must be taken out by each exhibitor at their own expense. (2) Exhibitors are liable for any damage caused to the building, building fixtures, walls or floors. (3) All exhibits are to be free standing, no materials may be attached to fixtures or walls.

**Restrictions:** DECA reserves the right to restrict exhibits or promotional materials, which for any reason become objectionable, and may also evict any exhibit which, in the opinion of DECA, detracts from the general character of the conference. DECA will not be liable for any refund or other expenses in this instance.

**Liability:** Neither DECA, the conference facility, nor their agents or representatives will be responsible for any injury, loss or damage that may occur to the exhibit or personnel. The exhibitor, on signing the contract, expressly releases the aforementioned from any and all claims.

**Promotional Samples:** Non-food samples may be given to conference participants. Food and beverage (edible) samples may be given only if they are smaller than retail sizes and if they are in a form that may be consumed in the exhibit area and the Edible Sample Fee is paid. Food and beverage items may not be prepared in the exhibit area.

**Inability to Perform:** If an exhibitor is unable to attend, after submitting this contract, DECA reserves the right to retain all or part of the rental fees.

**Clarification of Rules:** All matters or questions not covered by these rules and regulations shall be subject solely to the decision of DECA and/or the hotel. These rules and regulations may be changed at any time by DECA and shall be binding to the exhibitor.



## 2018 Michigan DECA State Career Development Conference Exhibit Information

*Saturday, March 10, 2018*

*Cobo Center in Detroit, Michigan*

***Display your School, Company and/or Products to  
3,600 high school students and teachers***

Michigan DECA's annual State Career Development Conference is the highlight of the year for 3,600 high school students and teachers from more than 150 schools throughout Michigan. It will be an excellent and timely opportunity for you to showcase your school, company or products to the marketing education students and teachers attending the conference as they are making plans for the upcoming school year. Space is limited, and will be assigned based on when payment is received.

**First Table:** \$200.00 36" (wide) x 6' (long) with 3' behind or in front of your table

**Additional Tables:** \$150.00 each

**Electrical Outlet:** We will provide a link in your exhibit confirmation to order electricity through Cobo Center.

**Edible Sample Fee:** \$125.00

*Promotional sized food and beverage samples may be distributed only if this fee is paid.*

After the March 1 deadline there will be an additional \$50.00 charge, if space is available.  
*After March 1, your company may not appear on the "Visit the Exhibitors" form, which is distributed to attendees.*

***Discounts are available for participating in a package,  
see the enclosed information on the green pages for exact details.***

**Deadline:** March 1, 2018 or until space is no longer available. *(We are limited to 14 exhibitors)*

For more information contact:

**Ann Day at [aday7@emich.edu](mailto:aday7@emich.edu)**

**Michigan DECA • Eastern Michigan University • Ypsilanti, MI 48197  
Phone directline 734-487-7843 • Fax 734-487-4329**



## 2018 State Career Development Conference General Information / Rules and Regulations

**Purpose:** This conference is conducted for educational and informational purposes; to disseminate knowledge and ideas; to encourage communications; and to promote product information.

**Eligible Exhibits:** DECA reserves the right to determine the eligibility of any exhibitor. No exhibitor shall sublet or share space. All promotional activities must be confined to the limits of the booth.

**Installation and Removal of Exhibits:** Exhibitors may begin installation at 8:00 a.m. on the day of the conference. All exhibits must be removed by 4:00 p.m.

**Security:** Vendors are responsible for their own security and storage. DECA assumes no liability for lost or stolen items. Storage is not available from DECA.

**Official Hours:** The exhibits shall be open for viewing, by those attending the conference, and must be properly staffed from 9:00 a.m. - 2:00 p.m. on the conference day.

**Audio-Visual:** The use of devices for mechanical reproduction of sound must not be projected outside the booth. Motion pictures, fashion shows, etc., outside the booth area are subject to prior approval by DECA.

**Insurance/Defacing of Property:** (1) Fire and theft insurance, if so desired, must be taken out by each exhibitor at their own expense. (2) Exhibitors are liable for any damage caused to the building, building fixtures, walls or floors. (3) All exhibits are to be free standing, no materials may be attached to fixtures or walls.

**Restrictions:** DECA reserves the right to restrict exhibits or promotional materials, which for any reason become objectionable, and may also evict any exhibit which, in the opinion of DECA, detracts from the general character of the conference. DECA will not be liable for any refund or other expenses in this instance.

**Liability:** Neither DECA, the conference facility, nor their agents or representatives will be responsible for any injury, loss or damage that may occur to the exhibit or personnel. The exhibitor, on signing the contract, expressly releases the aforementioned from any and all claims.

**Promotional Samples:** Non-food samples may be given to conference participants. Food and beverage (edible) samples may be given only if they are smaller than retail sizes and if they are in a form that may be consumed in the exhibit area and the Edible Sample Fee is paid. Food and beverage items may not be prepared in the exhibit area.

**Inability to Perform:** If an exhibitor is unable to attend, after submitting this contract, DECA reserves the right to retain all or part of the rental fees.

**Clarification of Rules:** All matters or questions not covered by these rules and regulations shall be subject solely to the decision of DECA and/or the hotel. These rules and regulations may be changed at any time by DECA and shall be binding to the exhibitor.





# Advertise in the State Conference Program!

Michigan DECA provides an opportunity for our advertising and exhibiting partners to place an advertisement in the State Career Development Conference Program. The Conference Program is given to every attendee of the conference, and often serves as a great souvenir that the students keep for years.

The program is printed on glossy paper in full color, and includes the schedule for the weekend, various awards, and other information for DECA members and advisors.

**Deadline: January 15, 2018**

	Live Space Dimensions	Marketing Package Plan Members	Non-Package Plan Members
Quarter Page Ad	5" wide x 1.625" tall	\$200.00*	\$400.00
Half Page Ad	5" wide x 4" tall	\$350.00	\$700.00
Full Page Ad	5" wide x 8" tall	\$500.00	\$900.00

***\*Included in the Platinum Marketing Package***

Advertisements are in full color.  
Please format the ads for CMYK output. PDF format preferred.

Advertisements and full payment must be received by 5:00 p.m. on January 15, 2018.

For more information contact:

**Ann Day at [aday7@emich.edu](mailto:aday7@emich.edu)**

**Michigan DECA • Eastern Michigan University • Ypsilanti, MI 48197  
Phone directline 734-487-7843 • Fax 734-487-4329**

# Spotlight on DECA

*Reach 14,000 high school students*

**Spotlight on DECA**, Michigan DECA's student newspaper, offers you this exciting opportunity to increase your contact with academically talented students that are seeking careers in marketing, merchandising and management.

- Reaches almost 14,000 marketing education students, advisors and alumni of Michigan DECA.
- Printed in September, December and February.
- Readers are high school marketing education students interested in careers in marketing, merchandising and management.
- Advertisements are reasonably priced and include most production charges. Michigan DECA will be happy to develop your advertisement if you provide your logo and/or any graphics you would like included at no charge. However, if extensive graphic development is required, a \$50.00 fee may apply.

- Sizes and rates for the advertisements are:

Inside or Back Cover	Full color, 8.5" wide x 11" tall	\$700.00 ( <i>call for availability</i> )
Full Page	Black & White, 10" wide x 15" tall	\$500.00
Half Page, Horizontal	Black & White, 10" wide x 7.5" tall	\$300.00
Half Page, Vertical	Black & White, 5" wide x 15" tall	\$300.00
Quarter Page	Black & White, 5" wide x 7.5" tall	\$200.00

**Add full color to any advertisement** \$150.00

*Discounts are available for participating in a Marketing Package; see the enclosed flyer for exact details.*

<u>Issue</u>	<u>Copy and Payment Deadline</u>
Fall 2016	August 21, 2017
Winter 2016	November 1, 2017
Spring 2017	January 15, 2018

For more information contact:

**Ann Day at [aday7@emich.edu](mailto:aday7@emich.edu)**

**Michigan DECA • Eastern Michigan University • Ypsilanti, MI 48197  
Phone directline 734-487-7843 • Fax 734-487-4329**

# 2017-2018 Michigan DECA Guide

*Reach over 250 high school teachers, all year long*

**The Michigan DECA Guide** is Michigan DECA's equivalent to the yellow pages; offering all the information a chapter needs throughout the entire school year. As operators of their school stores and decision makers for fund-raising activities, these readers are responsible for making buying decisions every day. The **Guide** consists of almost 100 pages containing conference registration materials, state competitive events, and information unique to the current year. With all this information, advisors and DECA members frequently refer to the guide as they plan and participate in Michigan DECA activities. Your ad in the **Michigan DECA Guide** is an excellent way to reach teachers of marketing, merchandising and management and their students throughout the school year.

- Will be printed September 2017.
- Is used all year long by teachers and members, similar to the yellow pages.
- Has a circulation of 250 copies, and is also available online.

## Advertising Details:

- Advertisements are reasonably priced and include most production charges.
- Sizes and rates for the advertisements are:

Full Page	8.5" (wide) x 11" (high) (Portrait Orientation)	\$300.00
Half Page	8.5" (wide) x 5.5" (high)	\$200.00
Quarter Page	4.25" (wide) x 5.5" (high)	\$150.00
Business Card	3" (wide) x 2" (high)	\$100.00

*Discounts are available for participating in a discount package, see the enclosed flyer for exact details.*

## Deadline:

Contracts and advertising copy for the **Michigan DECA Guide** must be received by August 21, 2017.

For more information contact:

**Ann Day at [aday7@emich.edu](mailto:aday7@emich.edu)**

**Michigan DECA • Eastern Michigan University • Ypsilanti, MI 48197  
Phone directline 734-487-7843 • Fax 734-487-4329**



# Advertising and Exhibiting Contract Individual Options

Organization Name \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_

Fax (\_\_\_\_\_) \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Date \_\_\_\_\_

*Michigan DECA reserves the right to reject subject matter, form, size, wording, photos, illustrations, type and products of any advertising and/or exhibit that is not consistent with the mission of DECA.*

### Michigan DECA Guide - August 2017

- Full Page \$300.00
- Half Page \$200.00
- Quarter Page \$150.00
- Business Card \$100.00

### Spotlight on DECA

Select Issue:  Fall 2017       Winter 2017-18       Spring 2018

- Full Page \$500.00
- Half Page \$300.00
- Quarter Page \$200.00
- Inside Cover or Back Cover, full color \$700.00 (Call for availability)
- Full Color \$150.00 additional per issue

### State Leadership Conference - November 9, 2017

- First table \$250.00
- Additional Tables \$100.00 ea.
- Electrical Outlet \$75.00
- Edible Sample Fee \$125.00

### State Career Development Conference - March 10, 2018

- First table \$200.00
- Additional Tables \$150.00 ea.
- Edible Sample Fee \$125.00
- Do not include me on the Student's "Visit the Exhibitors" Form

### State Conference Program Advertising

- 1/4 Page Ad \$400
- 1/2 Page Ad \$700
- Full Page Ad \$900.00

**Total of Contract \$** \_\_\_\_\_

Retain one copy for your records and send the original application with full payment payable to:

**Michigan DECA  
Eastern Michigan University  
Ypsilanti, Michigan 48197**